



The Wildlife Trust for
**Lancashire
Manchester &
North Merseyside**



**Voluntary
Non Executive
Director
Recruitment Pack**



Hello

Dear Candidate,

Thank you for expressing an interest in joining the Board of Directors at Lancashire Wildlife Enterprises Limited (LWEL), the trading subsidiary for The Lancashire, Wildlife Trust (LWT).

Our Directors are all champions for our work, they bring a wealth and variety of knowledge and wide-ranging experience to our organisation. Together, they play an essential role in the governance of LWEL, providing strategic leadership and working collectively to monitor activities, scrutinise performance and support our staff, empowering them to make a real difference for wildlife in our region.

Being a Director is a rewarding experience with opportunities to use your skills. You would be joining a welcoming group and you will add to your own skills and experience to help us thrive.

We welcome applicants with enthusiasm, transferable skills, and expertise within related fields, who may not meet the full criteria listed.

As an inclusive employer, The Wildlife Trusts value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential.

We actively encourage applications from people of all backgrounds and cultures. We believe that a diverse organisation will help us create our vision of people close to nature, with land and seas rich in wildlife.

Thank you and good luck!



Tom Burditt, CEO LWT



Chris Davies, Chair LWT





About Us

LWT was founded in 1962 by people like you who knew they needed to take action. Since then, we have grown to be the largest nature conservation body in the area. We are uniquely positioned to lead change in our region, working at a grass roots, local level whilst also being part of a strong cohesive movement – The Wildlife Trusts.

We have saved many special places, acquiring and managing many of them as nature reserves—we look after over 1,288 hectares of havens for rare and threatened species and habitats,

We have the powerful voices of over 31,500 members, whose invaluable support we simply could not do without. We engage over 4,000 volunteers in our mission, 1200 are active on a very regular basis alongside our team of staff. Whether this is 'digging in' on the land or helping with education, fundraising and governing the charity.

We are incredibly proud of our achievements and the number of people we have inspired along the way. We recognise, however, that if we are to face the next set of challenges for our natural world we need to think **bigger, be bolder, and empower more people to stand with us as we fight for nature's recovery.**

[Click here to watch the video and learn more about our work](#)





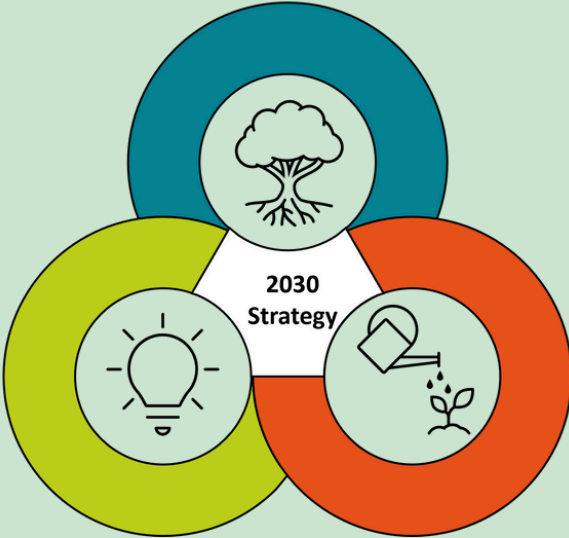
Our Strategic Goals

Slowing the decline of wildlife is no longer enough. We are dependent on our natural world to survive and to thrive as a human race.

The time to act is now. We need nature in recovery, at the heart of economic decisions through effective nature-based solutions, and we need people taking meaningful action for nature wherever they are.

Our 2030 Strategic Goals

More space for nature
Ensuring nature exists everywhere by working towards 30% of land and sea in recovery by 2030



Nature based solutions
Using nature to address the problems we all face in business, and in our communities

More people on nature's side
Empowering 1 in 4 people to take action for wildlife



Director Opportunities

Commercial Marketing Non Executive Director

Lancashire Wildlife Enterprises Limited (LWEL) is a wholly owned subsidiary of LWT. LWEL was established as the vehicle for the commercial activities of the Trust, to generate income to support LWT's charitable nature recovery work. LWEL currently operates:

- the car parking, café, welcome centre and conference centre/wedding venue at Brockholes nature reserve near Preston,
- a café adjoining the HIVE in Moss Bank Park Bolton,
- a café with event space in Queens Park, Bolton (since Summer 2024)
- carparking and a café at Mere Sands Wood near Ormskirk.

In 2024 LWEL turned over approximately £1.3m and donated in the region of £130,000 to LWT.

LWEL is governed by a board of directors consisting of Executives and Trustees of the parent Trust, together with two experienced independent Non-executive Directors.

In preparation for the retirement next year of a director/trustee, the board is looking to recruit a new independent Non-executive Director with a commercial background. The post is a voluntary position.

We welcome applicants with enthusiasm, transferable skills, and expertise within related fields, who may not meet the full criteria listed and please do not feel you have to be a wildlife expert to apply.

The LWEL Board responsibilities:

- To monitor LWEL performance
- To require corrective action when necessary
- To review and authorise strategies, plans and budgets
- To ensure compliance with LWEL objectives
- To support, advise and mentor LWEL management team

LWEL board directors must:

- Act within the company's Articles of Association and the relevant statutory and regulatory framework
- Promote the success of the company
- Act with reasonable diligence, skill and care
- Exercise independent judgement
- Not accept benefits from third parties
- Act in the best interests of the company, ensuring any conflict of interest or loyalty is declared, avoided or managed



LWEL brings new visitors to our sites, many of whom will not have had previous experience in nature. It runs a successful programme of paid for events, such as Pumpkin carving, No bang bonfire, Summer Fete and Winter Fayres. In addition there is a volunteer led schedule of free events, such as Knit and Natter or Wildlife Walks. The types of events vary depending on location. This activity is a key driver in expanding our engagement with the public and encouraging their engagement in core LWT activities and mission.

The conference and wedding business is very important in terms of financial contribution and numbers of visitors. It is a key focus for 2025-6, ensuring that we stay aligned with our brand as a Wildlife Trust.

LWEL employs a passionate and committed team who have had considerable success in growing profit, but the Board wish to extend the knowledge and experience available to contribute to this important work. We seek someone with relevant experience, past or present, who is willing to serve as a director of the commercial subsidiary. They should be available to advise our commercial team and to guide fellow Directors in this area. They will be looking to use their skill and experience to contribute to the work of governance and management of LWEL.

We would welcome applications from individuals with skills and experience in some of the following key areas:

- Commercial experience at a senior level, preferably in the tourism or hospitality sector.
- Experience in visitor experience, preferably across multi-sites, for example senior experience across a portfolio of commercial visitor attractions. Skills in delivering a high-quality welcoming experience for visitors while maximising revenue generation from retail, catering, events and other commercial activities.
- Experience in developing strategies to enhance visitor experience, ensuring inclusivity, accessibility and a broad audience reach.
- Experience in marketing, plans and campaigns, sales tools and presentations, particularly in the conference/wedding/events space.

The ideal candidate would have experience in nature/wildlife/outdoors based visitor attractions.

You will be looking to engage with a friendly and welcoming board, working as part of a team.

Commitment:

- The LWEL board meets 6 times a year, usually on Tuesday afternoons.
- Scrutinising board papers and contributing to discussions.



How To Apply

Application process

The application process is overseen by a Panel made up of The LWT Chair, selected LWT Trustees and senior Wildlife Trust staff to ensure a fair and balanced process.

The process runs as follows:

1. Complete a supporting statement and return this, and your curriculum vitae (CV) via email to applications@lancswt.org.uk
2. Shortlisted candidates will be invited for an interview.
3. The chosen candidate will have the opportunity to attend a LWEL meeting and meet other Directors prior to becoming a Director.
4. Induction and registration will take place.

Deadline for applications: 9am Wednesday 30 April

Interviews: Between Monday 12 to Friday 16 May

Please inform us of any dates that you may not be available for the indicated timetable.

If you would like to arrange an informal discussion to discuss this position, please contact Monica Atherton Patel (Company Secretary) by email: mathertonpatel@lancswt.org.uk or call: 01772 317242.

**Thank you for your interest in working with The Lancashire Wildlife Trust.
We look forward to receiving your application.**